

Communications & Social Media

California Department of Parks and Recreation

Engaging In Partnerships Training

Asilomar Conference Grounds, Pacific Grove

April 18, 2017



Preservation ePost February 2017
Have you seen our latest news?



#GREENFRIDAY

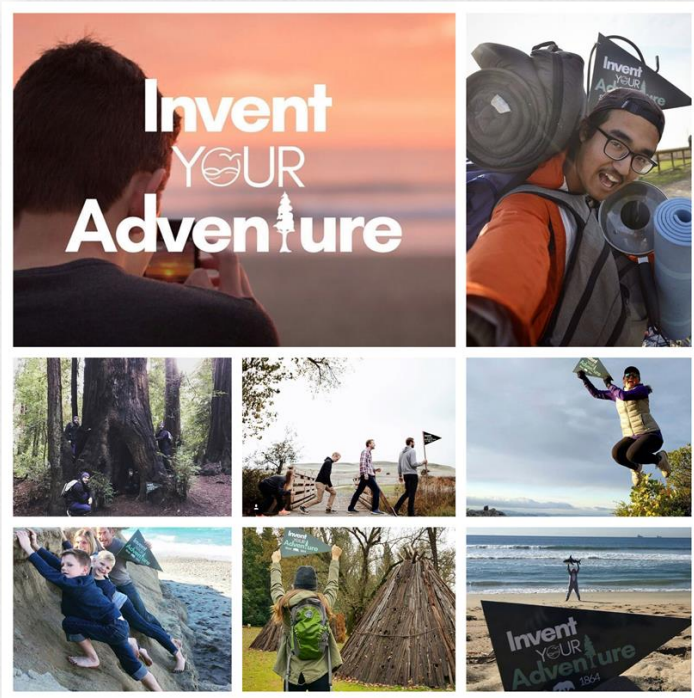
Raising awareness for California's state park system
Promoting enjoyment and appreciation of California's beautiful state parks



More than 35K people ventured into 116 state parks
It was the first time visiting a state park to many visitors

#InventYourAdventure

Increased stewards for California's state parks



- Engaged the public via a photo contest
- 122 entries
- Seven park accounts averaged 100 new followers
- Gained 1,285 new followers on main department account

First Day Hikes

Encourages people to get outdoors

48 state parks hosted 68 hikes

More than 2.5k hikers took part
covering over 8.6k miles of trails -
both records for California





Facebook, Twitter, YouTube, Instagram & Periscope



Followers

Close to 33K new followers

Top Post

From 92,567 to 125,216



Facebook, **Twitter**, YouTube, Instagram & Periscope

Followers

3,600 new followers

From 21.5K to 25.1k

Top Tweet

Soberanes Fire (July 25)



CA State Parks @CAStateParks · 25 Jul 2016

Update on the [#SoberanesFire](#)

Details in attached photo

THE SOBERANES FIRE IS CURRENTLY THREATENING THE BIG SUR AREA

Pfeiffer Big Sur State Park is closed until further notice, and including day use, closed to camping, the Big Sur Lodge and all trails and backcountry camping in the area.

Andrew Molera State Park is closed until further notice.

Julia Pfeiffer Burns State Park is closed until further notice.

Pt. Sur Lighthouse State Historic Park is closed until further notice.

Pine Ridge Trail to Sykes Hot Springs is closed until further notice.

Mount Manuel Trail is Closed until further notice.



Facebook, Twitter, **YouTube**, Instagram & Periscope



Subscribers

224 new followers

From 555 to 779

Top Video

Mama Bear and Cubs, Sugarloaf SP

5,822 views



Facebook, Twitter, **You**Tube, Instagram & Periscope

We Are Parks

Connecting the public with their state parks and the dedicated staff and partners who work every day to protect California's beautiful state park system.



*Episode 5: Columbia SHP
Jeff Davis, State Park Peace Officer*



Facebook, Twitter, YouTube, Instagram & Periscope

Followers

5K+ new followers

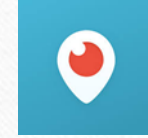
From 1k to 6,542

Top Post

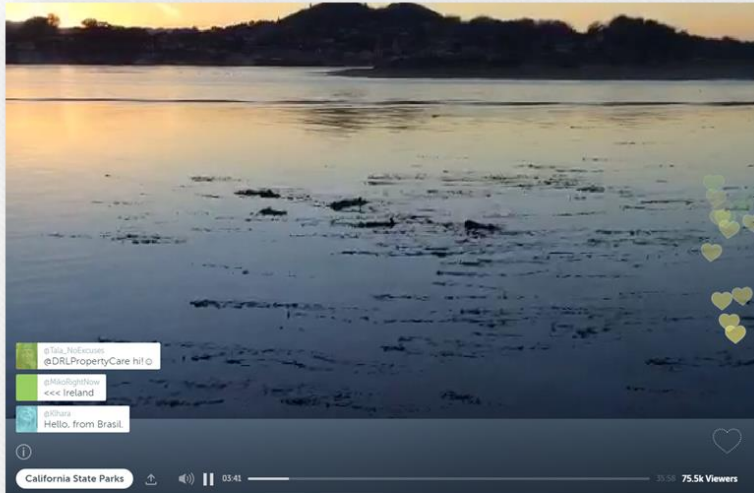
December 27

View of Emerald Bay SP





Facebook, Twitter, YouTube, Instagram & **Periscope**



Launched March 2016

2,600 Subscribers

Top Scope

Sea Otter Sunrise at Morro Bay SP

75,500 viewers

Engagement levels continue to rise

Currently at Gold Level

Social Media

Engaging the world with...

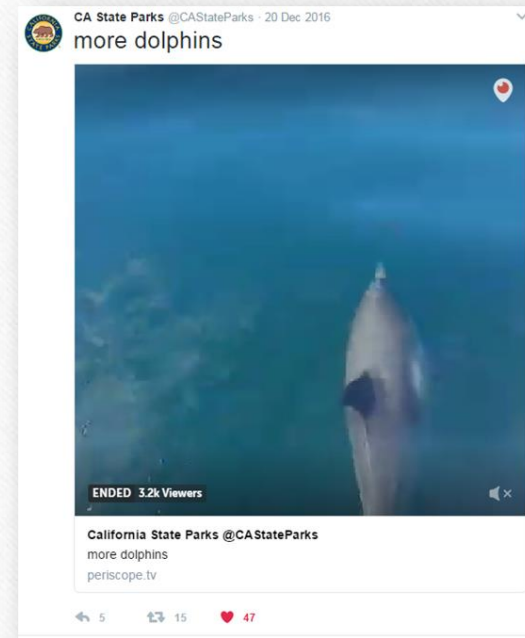
Short messages and photos

Video, real-time tools: Periscope, Instagram stories and Facebook Live

Messages in advance of holidays and national days
– e.g. #NationalSelfieDay

Inspirational quotes, creative questions, Google Street Views, and etc.

And...



Hashtags & Retweets and/or Reposts

#CAStateParks · #InventYourAdventure · #ParksPlate



Themes

Mon: Weekend Recap

Tues: #TransformationTuesday

Wed: #WaterWednesday

Thurs: #TravelThursday

Fri: Open

Sat: ICYMI & Seasonal

Sun: #SnapshotSunday

Weekly Digest

Sharing Our Stories, Successes and Photos w/ Staff and Partners



Transformation Agent Network

Enhancing Communication within California State Parks



What's Next?

Continue to Engage the Public, Staff, Partners and Media
Motivate New People to Visit, Appreciate and Support California's State Parks

- Explore new ways to engage with our visitors, staff and partners
- Increase our support to the field – Information Officers
- Create online subscription lists
- Share the Weekly Digest on social media
- Improve our newsroom, and public and Intranet websites
- Create more informational webpages for easy access to important information
- And etc...

Any Questions?
